

# Tobacco Tid-Bits

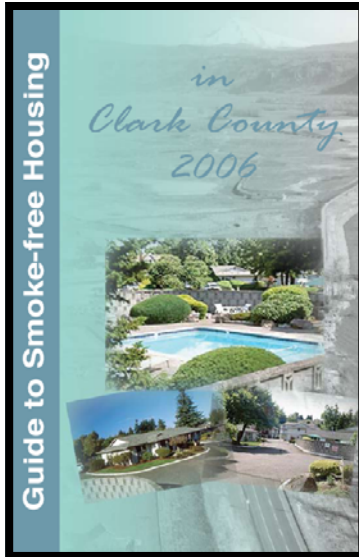
Tobacco Free Coalitions of Clark County and Skamania County  
Clark County Public Health • Tobacco Prevention and Education Program

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<http://www.clark.wa.gov/health/tobacco/tidbits.html>

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## Survey Shows Growing Demand for Smoke-free Rental Housing



The region's first smoke-free rental housing study indicates a strong consumer demand and a 'distinct competitive advantage' for smoke-free properties. Portland Metro Area Smoke-free Housing Initiative surveyed 400 renters in Clark, Multnomah, Washington and Clackamas Counties. An overwhelming 75% of those interviewed indicated that "other things being equal" they would choose to live in smoke-free multi-family housing. In addition to showing a large consumer demand for smoke-free housing, the study revealed that 52% of renters would pay extra to live in a smoke-free community. It was also determined that very few renters, only 19%, are daily smokers and that 8 out of 10 renters do not allow smoking inside. The study also showed that 42% of renters would not be comfortable renting where neighboring tenants smoke. In

addition to getting a picture of overall metro-area rental tenant attitudes about secondhand smoke (SHS) where they live, we now have information specifically about Clark County renters. In many ways, renters are similar across the area. However, Clark County renters are more likely to have a larger household size; there are fewer single renters. We also learned that in our county, more children live in rental housing and therefore, the danger of SHS is a higher concern. In July, the Secondhand Smoke Task Force and the Tobacco Prevention and Education Program at Clark County Public Health introduced the *Guide to Smoke-free Housing in Clark County*. This hard copy guide, which is also available in Spanish, is a listing of apartments, duplexes and rental homes with policies prohibiting or limiting smoking inside of the units. This guide, along with [Housing Connections Web site](#) can help families locate a rental home where they will not be exposed to SHS. For copies of the *Guide to Smoke-free Housing in Clark County*, more information on the survey of tenants, or information on reducing SHS exposure in rental housing, contact [Theresa Cross](#): 360.397.8000 x 7378. For copies of the Guide to Smoke-free Housing in Spanish, contact [Jamie Zentner](#) at Sea Mar Community Health Center, 360.896.5128 x120

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## Skamania County Fair

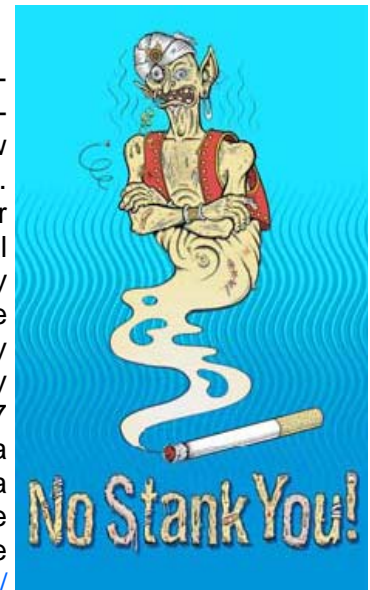
The Skamania County fair has come and gone but hopefully information distributed at the Tobacco Free Coalition of Skamania County booth is having a lasting effect. The annual Outdoor Fair Dance at Rock Creek Center attracted approximately 275 teens. T-shirts were distributed, there were contests and "lots of fun," according to Renee Hanks, Skamania County Parks & Recreation Drug & Alcohol Prevention Coordinator. "Kids looked through the anti-tobacco information on the table at the dance and I have seen a few of them wearing their T-shirts around town."



Coalition booth at the Skamania County

## New Youth Campaign Reaching More Venues

Members of the M\*A\*S\*H youth prevention group will be drawing chalk murals similar to the one pictured here on the sidewalks outside three of the entrances at Stevenson High School on October 4. It is all part of the new Washington State Department of Health youth tobacco prevention campaign. It kicked off September 25 with television and radio ads running in major Washington markets, and an online presence targeting popular youth social and entertainment sites like My Space, Gorilla Nation, UGO, and the Disney Network. The campaign also includes cinema and convenience store advertising, "chalk art" and street decals to reach increasingly media-savvy youth, including those in rural areas. The 10-month campaign, developed by Tobacco Program media contractor WongDoody, targets youth ages 12-17 with the "No Stank You" message delivered more frequently and with a greater online presence than previous campaigns. There are more than a dozen TV and radio commercials, and new ones will be developed during the campaign. View the ads at [www.seethruthesmoke.com](http://www.seethruthesmoke.com) and on the Tobacco Program's youth media page [www.doh.wa.gov/tobacco/media/](http://www.doh.wa.gov/tobacco/media/)



## American Cancer Society Celebrates 30th Great American Smokeout!

Every year, smokers across the nation take part in the American Cancer Society's Great American Smokeout by smoking less or quitting for good. This year the Great American Smokeout is happening on November 16. The event challenges people to stop using tobacco and raises awareness of the many effective ways to quit for good. Laurie Earley of Walla Walla participated in the very first American Smokeout 30 years ago and has been smoke-free ever since. "My daughter Debbie, who was 16 at the time, asked me to quit," said Laurie. "She did not like the smell." Laurie said her daughter's urging prompted her to quit cold turkey. "It made me a little crabby at first," she said, "but back then the radio DJ's were all on board encouraging people to go out and walk or go have an ice cream with friends. I kept the radio on all day and it really helped." The benefits were feeling better, spending less money and having a clear chest x-ray at her next doctor appointment. Laurie suggests that if you are planning to quit, find somebody that could encourage you all day and call them when you are feeling like you need a cigarette. Today, an estimated 45 million US adults smoke. Tobacco use can cause lung cancer, as well as other cancers, heart disease, and lung disease. Smoking is responsible for 1 in 3 cancer deaths, and 1 in 5 deaths from all causes. Another 8.6 million people are living with serious illnesses caused by smoking. Fortunately, the past 30 years have seen tremendous strides in changing attitudes about smoking, in understanding the addiction, and in learning how to help people quit. For more information visit the [American Cancer Society](http://www.AmericanCancerSociety.org) Web page, call your American Cancer Society at 1-800-ACS-2345 or call the Washington state [Tobacco Quit Line](http://www.TobaccoQuitLine.org) at 800-QUIT-NOW

## Tobacco Sales to Minors Up in Clark and Skamania Counties

Between December 2005 to June 2006, 15 youth ages between 14-17 years old were trained as "undercover youth operatives" to do compliance checks in both Clark and Skamania counties. Compliance means retailers obey the law (RCW 70.155) and refuse to sell tobacco to minors under the age of 18. A total of 156 retailers in Clark County and 14 retailers in Skamania County were visited by youth operatives. In Clark County, 15 of the 156 retailers sold tobacco to the minors, for a 90% compliance rate. In 2004-05 the compliance rate was 95%. In Skamania County, 3 of the 14 retailers visited sold tobacco to minors for a 78.5% compliance rate. In 2004-2005 the compliance rate was 97%. All youth are required to carry legal State of Washington ID. When asked for their age, youth are not allowed to lie or misrepresent themselves in any way. In Clark and Skamania counties most of the retailers that sold tobacco to minors checked for ID. The problem leading to the sale of tobacco to a minor was that clerks misread ID and failed to calculate the youth's age. Also, many clerks need training to understand how to read the new State of Washington ID. For more information on Clark County Tobacco Prevention and Education Program, visit [www.clark.wa.gov/health/tobacco](http://www.clark.wa.gov/health/tobacco) or contact Long Vue at 360.397.8214.

## Smoking Rate Drops to 5th Lowest in the Nation

The adult smoking rate in Washington has dropped to 17.8%, which is the 5th lowest smoking rate in the country. Adult smoking in Washington has dropped by 21% since the state began its comprehensive Tobacco Prevention and Control Program in 2000, far outpacing the national rate of decline. "I am proud that Washington has become a national leader in the battle against tobacco use," said Governor Gregoire. "It has taken a lot of hard work and the consistent decline in adult smoking rates shows that the hard work is paying off. Washingtonians will live longer, healthier lives because they have quit smoking." The information was shared at an August 30 press conference in Seattle where Secretary of Health Mary Selecky announced that the adult smoking rate in Washington declined from 22.4% in 1999 to 17.8% in 2005, moving the state up in rank from 20<sup>th</sup> to 5th place in the nation. The drop translates to about 205,000 fewer smokers in Washington. That's almost the total population of the cities of Vancouver, Camas, Washougal, Battle Ground, LaCenter, and Ridgefield combined. The decline in smoking will save the state \$1.8 billion in future health care costs. "We're helping smokers put out their cigarettes for the last time and that means a healthier Washington," said Secretary Selecky. "Our rates are falling at a remarkable pace and our statewide cessation programs, including the Tobacco Quit Line and our work with health care providers, are making a real difference in people's lives." View the release at: <http://www.quitline.com/pressroom.php>

Washington State Department of Health

**Tobacco Quit Line**

**1-800-QUIT-NOW**

toll-free

1-800-784-8669

**QUITLINE.COM**

The Washington State Department of Health has a new Quit Line phone number: 1-800-QUIT-NOW. This is the national number used by many states, but the caller is always sent to the Quit Line for the area code they are calling from. The old Quit Line number will also work and both numbers take callers to the same place, but the new number is easier to remember. It will be advertised nationally soon. For a copy of the new logo for your company newsletter publications or Web site contact: [James Lanz](mailto:James.Lanz@washington.gov): 360.397.8416.

## Tobacco Companies Market 'Spitless' Tobacco as Alternative to Smoking

With smoking restrictions widespread, tobacco companies are looking for other ways to keep their customers. The U.S. Smokeless Tobacco Company has spent the past several

years developing alternative products. Their research has shown that the main objection smokers have to smokeless tobacco is the need to spit. Their answer: New *Skoal Dry Tobacco Packs*. They eliminate the spit. According to their advertising, "Patented flavor technology, gives adult smokers the flavor and satisfaction they seek. Best of all, unlike cigarettes, Skoal Dry can be enjoyed anywhere and at anytime with the assurance of quality from the experts in smokeless tobacco." A test-market launch in Austin and Louisville began in July and is supported by attractive point-of-sale signage and branded displays, local adult sampling, direct mail, print advertising, and an age-verified Web site, [www.skoaldry.com](http://www.skoaldry.com). According to the [National Center For Chronic Disease Prevention and Health](http://www.cdc.gov), "Smokeless tobacco contains 28 cancer-causing agents. It is a known cause of human cancer, as it increases the risk of developing cancer of the oral cavity. Oral health problems strongly associated with smokeless tobacco use are leukoplakia (a lesion of the soft tissue that consists of a white patch or plaque that cannot be scraped off) and recession of the gums. Smokeless tobacco use can lead to nicotine addiction and dependence and adolescents who use smokeless tobacco are more likely to become cigarette smokers." The amount of nicotine absorbed from one dip of spit tobacco is 3-4 times the amount delivered by a cigarette. [Chewfree.com](http://www.chewfree.com) is a Web site designed to help people quit using chewing tobacco. The Washington State Department of Health Tobacco Prevention and Control Program is also encouraging spit tobacco users to call the [Quit Line](http://www.quitline.com) for help.



## Secondhand Smoke Exposure Raises Miscarriage Risk

A study of women who suffered miscarriages at 6 to 12 weeks of pregnancy found that they were more likely to have been exposed to secondhand smoke than those who did not have miscarriages during the same period, according to a Swedish study. Swedish researchers tested blood cotinine levels (a marker for secondhand smoke exposure) among 463 women who miscarried and 864 women who did not. They found that 24% of the women who suffered miscarriages were exposed to secondhand smoke, compared to 19% of the control group. The researchers also found that women who smoked were twice as likely to miscarry as nonsmokers. Excerpts from [9/20/06 Rueters](http://www.rueters.com) and [September 2006 Epidemiology](http://www.cdc.gov).



## Sea Mar Community Health Center Open House and Health fair

**October 12, Vancouver** - Sea Mar Community Health Center will celebrate its move into a new, spacious building with an open house and health fair Thursday, October 12, from 4:30 to 7 PM. The event will include a dedication ceremony followed by building tours, free dental and medical screenings, and informational booths from community resource organizations. Sea Mar Community Health Center is a federally qualified health center with a mission to provide primary care to all patients, regardless of the ability to pay. The health fair is in recognition of Bi-national Health Week (October 7 – 14), a week dedicated to health promotion and educational activities in Mexico and the United States. The purpose of the outreach is to offer an opportunity to learn about and utilize preventive health and social services to individuals and families in Clark County. Sea Mar Community Health Center is located at 7410 E. Delaware Lane in Vancouver. Contact Ron Potrue [ronpotrue@seamarchc.org](mailto:ronpotrue@seamarchc.org) or Jamie Zentner [jamiezentner@seamarchc.org](mailto:jamiezentner@seamarchc.org) for additional information.

### Spit Tobacco Overview

**October 25, Spokane** - This session will provide an overview of spit tobacco use, including: (1) how spit tobacco users may differ from smokers with regards to use, dependency, & quit attempts; (2) ways to encourage and aid cessation specifically in the smokeless user; (3) promising strategies for spit tobacco users; and (4) harm reduction and spit tobacco. Lunch will be provided. This session is free and will take place from 9:00 AM - 3:30 PM at ESD 101, Regal Center, 4202 South Regal Spokane, WA 99223. Contact: Tricia Hughes [Thughes@esd101.net](mailto:Thughes@esd101.net) 509.789.3591. Registration deadline is October 20. For registration or more information click on this link: <http://www.tobaccoprc.org/coursedetail.cfm?id=59>

### Newsletter Contacts:

- [Editor, Kimberly Nelson](#)
- [Tobacco Free Coalition of Clark County](#)
- [Tobacco Free Coalition of Skamania County](#)
- [Clark County Public Health Tobacco Prevention and Education Program](#)
- [Washington State Department of Health Tobacco Prevention and Control Program](#)
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*This material was made possible in part by funds from Washington State Department of Health, Tobacco Prevention and Control Program*



Send photos of your tobacco-related event to:  
[TobaccoTidbits@comcast.net](mailto:TobaccoTidbits@comcast.net)

## Calendar of Events

- 10/05 Cessation Task Force** meeting, 2:30-4:00 PM, Clark County Center for Community Health, 3rd floor, Room A332, Vancouver. Contact: [James Lanz](#) 360.397.8416 or [Jamie Zentner](#) 360.896.5128 x120
- 10/12 Sea Mar Open House & Health Fair**, 4:30– 7 PM, Sea Mar Community Health Center  
Contact: [Jamie Zentner](#) 360.566.4403
- 10/13 Cultural Competency** Training, 9:00 AM - 4:00 PM - Red Lion Hotel Vancouver at the Quay, 100 Columbia Street. Contact: Sheryl Taylor at [sheryl.taylor@esd112.org](mailto:sheryl.taylor@esd112.org) or 360.750.7500 x 266
- 10/14 Clark United Providers Health & Resource Fair**, 10 AM -3 PM, James Parsley Center, Vancouver.  
Contact: David Killaby, Clark United Providers, [dkillaby@cuphealth.com](mailto:dkillaby@cuphealth.com) or 360.449.8936.
- 10/16-18 Joint Conference on Health**, the annual conference of the Washington State Public Health Association.  
More info: <http://www.wspha.org/JCH1.html>
- 10/20-21 Washington State Prevention Summit**, Kennewick. More info: [www.dshs.wa.gov/dasa](http://www.dshs.wa.gov/dasa)
- 10/22-28 National Red Ribbon Week**. More info: [www.nfp.org](http://www.nfp.org)
- 11/09 TATU Adult Facilitator** training, 9:00 AM - 2:30 PM, ESD 112. Contact [Julie Scholer](#) 253.272.8777

## Tobacco Prevention and Cessation Related Web Links

- [Action on Smoking and Health](#) - Everything for people concerned about smoking and nonsmokers' rights, smoking statistics, quitting smoking, smoking risks, and other smoking information: [www.ash.org](http://www.ash.org)
- [Americans for Nonsmokers' Rights](#) - Leading national organization dedicated to nonsmokers' rights: [www.no-smoke.org](http://www.no-smoke.org)
- [American Legacy Foundation](#) - A national, independent public health foundation located in Washington, D.C., the foundation develops national programs that address the health effects of tobacco use: [www.americanlegacy.org](http://www.americanlegacy.org)
- [Campaign for Tobacco Free Kids](#) - Fighting to free America's youth from tobacco and to create a healthier environment: [www.tobaccofreekids.org](http://www.tobaccofreekids.org)
- [CHAMPSS](#), Children Helping And Motivating Parents to Stop Smoking - Provides kids with tips on how to talk to their parents about quitting smoking, and offers educational materials and other information they will need to support their parents through a quit attempt: [www.champss.org](http://www.champss.org)
- [Chewfree.com](#) - A Web site designed to help people quit using chewing tobacco or snuff (smokeless tobacco): [www.chewfree.com](http://www.chewfree.com)
- [O2 Magazine](#) - A publication designed by Washington teens to discuss their efforts at fighting tobacco and showcase their creative talents with feature stories original artwork and photographs: [www.seethruthesmoke.com/o2magazine/index.html](http://www.seethruthesmoke.com/o2magazine/index.html)
- [Tobacco Fact Clipboard](#) - The American Legacy Foundation has compiled a wide range of tobacco, smoking, and health-related facts in a single, easy to use database: [www.americanlegacy.org/factclipboard](http://www.americanlegacy.org/factclipboard)
- [SecondHandSmokesYou](#) - Washington State Department of Health information on the revised Clean Indoor Air Act (RCW 70.160) that went into effect 12/8/05: [www.secondhandsmokesyou.com](http://www.secondhandsmokesyou.com)
- [SeeThruTheSmoke.com](#) - A Washington State Department of Health web site where you can find facts and information about the dangers of tobacco, interactive features, ways to get involved in the real-world, news stories, contests and much more: [www.seethruthesmoke.com](http://www.seethruthesmoke.com)
- [Smoke-Free Environments Law Project](#) - includes detailed information on reasons why smoke-free apartments make sense for landlords and tenants and are in conformity with the law. Lists methods of addressing the issue and links to other Web resources: <http://www.tcsq.org/sfelp/apartment.htm>
- [SMOKEFREE Network](#) - Site aimed at winning the right to breathe smoke-free air, facilitating communication among smoke-free advocates and key decision makers and sharing information about the tobacco industry: [www.SMOKEFREE.net](http://www.SMOKEFREE.net)
- [Smoke-Free Pregnancy Resource](#) - A national program supported by The Robert Wood Johnson Foundation working to discover the best ways to help pregnant women quit smoking and spread the word about effective, evidence-based treatments: [www.smokefreefamilies.org](http://www.smokefreefamilies.org)
- [Tobacco Scam](#) - Know a restaurant that needs convincing to go smoke free? Have them get the facts about the benefits of going smoke-free at: [www.TobaccoScam.ucsf.edu](http://www.TobaccoScam.ucsf.edu)
- [Tobacco Quit Line](#) - A cessation specialist will provide free one-on-one counseling and a customized quit plan to help you kick the habit for good. Listen to a sample call at: [www.QuitLine.com](http://www.QuitLine.com)
- [Tobacco Prevention Resource Center](#) (TPRC) - provides training and technical assistance to Washington State Department of Health tobacco prevention and control contractors and other key stakeholders. Operated by ESD 112 in partnership with the network of nine ESDs in Washington State. [www.tobaccoprc.org](http://www.tobaccoprc.org)
- [The Tobacco Technical Assistance Consortium](#) (TTAC) is an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs: [www.ttac.org](http://www.ttac.org)

***Links to external resources are provided as a public service and do not imply endorsement by the Clark County Health Department.***